
**DOWNTOWN PARKING BOARD
MINUTES
August 7, 2013**

200 E. Santa Clara Street, 13th Floor Conference Room

Item Subject

1. **Call to Order**

10:08 a.m.

Action: (4-0-3) Board member Renelle moved to approve the meeting minutes for the May 1, 2013 meeting. Vice Chair Nichols seconded the motion.

Absent: Board member Borkenhagen was absent. Board members Hattley (10:20am) and Feece (10:42am) arrived late.

Document Filed: May 1, 2013 DPB Meeting Minutes

2. **Chairperson Report**

Chair Carlson provided an update on the recent Downtown Residents Association meeting where he gave a brief presentation on the DPB role, goals, and future projects. Chair Carlson noted that the group was enthusiastic about future installation of Smart Meters downtown and had some questions relative to free parking and the validation program.

3. **Oath of Office**

Staff from the City Clerk's Office administered the Oath of Office and Volunteer Code of Ethics. Absentee DPB members will have to complete the Oath and sign documents at a later date.

4. **Annual Work Plan**

Joe Garcia (DOT) presented the FY 2013-2014 Annual Work Plan.

Action: (4-0-3) Vice Chair Nichols moved to approve the FY 2013-2014 Annual Work Plan. Board member Renelle seconded the motion.

Document Filed: FY 2013-2014 Annual Work Plan

5. **Smart Meter Report**

Mr. Garcia reviewed the Smart Meter Report and gave a presentation outlining the following:

- Smart Meter Pilot: Pilot Area, Revenue, Occupancy, Customer Survey Results, Smart Meter Features & Smart Meter Benefits
- Recommendations:
 - Downtown Core
 - Install single-space Smart Meters
 - Increase rate to \$2/hr
 - Downtown Core Interior
 - Install 56 new spaces with Smart Meters along Almaden Blvd. between Santa Clara and San Carlos Streets
 - Discuss potential expanded meter hours from 6pm to 8pm

- Convention Center District:
 - Install 50 new spaces along with pay stations along Almaden Blvd. between San Carlos and Woz Way.
 - Establish new meter district with same rate structure as the City's Almaden/Woz parking lot
- Other Items: Downtown Core Occupancy Data, Revenue Estimates & Capital Costs

Discussions ensued regarding the meter pilot and the recommendations with topics including:

- Change in meter hours from 6pm to 8pm in the Downtown Core Interior. Vice Chair Nichols raised concern of potential adverse effects on arts venue patrons
- Parking pricing and the impact on parking availability
- Chair Carlson requested staff to develop a pro vs. con list for extending the meter hours in the Downtown Core Interior from 6pm to 8pm to be discussed at the next meeting
- Discussion on rationale of rate change from \$1 to \$2 per hour which included comparison to other California cities, short ROI timeframe, pricing to reflect premium nature of the on-street spaces, and increased revenue to aid in debt payment
- Goal of establishing flexible rate resolutions and meter districts to allow for future changes as approved by the DPB and Council
- Discussion on use of increased meter revenue for operation and maintenance of system, 4th & San Fernando debt payments, marketing activities, capital improvements, and multi-modal improvements
- Staff will bring a final recommendation report to the October DPB meeting

Action: (6-0-1) Vice Chair Nichols moved to approve the conceptual recommendations to install Smart Meters, increase rates, and create Convention Center Meter District, and further discuss the extension of meter hours from 6-8pm. Board member Feece seconded the motion.

Document Filed: On-Street Smart Meter Report

6. Reports/Coordination

A. Multi-Modal Transportation Projects & Diridon Area Master Plan

Laura Wells (DOT) gave a status update on the following projects:

- Autumn Street Extension/Improvements – building demolition will occur this summer, with street improvement construction beginning early 2014
- San Carlos Street Pedestrian Improvements – Phase II design has been submitted to Caltrans, construction to occur in 2014.
- San Fernando Street Bike Lane – construction to begin this fall.
- St. John Multi-Modal Improvements – conceptual design to be completed this fall.
- Bay Area Bike Share – 15 station/150 bike pilot to launch in San Jose this summer.

Jim Ortbal (DOT) gave a brief update on the Diridon Station Area Plan

- EIR will be distributed for public comment in September and moving to Council for approval in early 2014.

B. Driving Revenue Generating Activity – Promoting City Facilities

Ms. Wells noted that DOT and SJDA met with staff from Content Magazine to discuss design development for the effort to brand and market the City's parking program. The Branding Subcommittee will meet in September to review and discuss design options.

C. Staff Verbal Update on Events & Activities

Mr. Garcia noted that the San Jose Jazz Festival was occurring August 9-11 throughout downtown and expected to generate high parking demand in City facilities

D. City Council/Committee Agenda Items

Mr. Ortbal noted that the Office of Economic Development is presenting an agreement for the SJDA to continue parking marketing, downtown business retention and event promotions.

7. **Future Agenda Items**

Items for the October 2, 2013 DPB meeting as outlined in the Annual Work Plan:

- FY 2012-2013 Annual Financial and Activity Report
- Information on Multi-Modal Transportation Projects & Diridon Area Master Plan
- Parking Branding Update
- Meter Upgrade Report
- Parking Programs, Rates, and BIP Adjustments

8. **Open Forum**

No Comments

9. **Adjournment**

11:46am